



EUROPEAN COMMISSION  
DG Competition

***Case M.11268 - GENERAL ATLANTIC / L CATTERTON /  
DOGMATES***

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004  
MERGER PROCEDURE**

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Article 6(1)(b) NON-OPPOSITION  
Date: 13/10/2023

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EUROPEAN COMMISSION

Brussels, 13.10.2023  
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**PUBLIC VERSION**

GENERAL ATLANTIC SERVICE  
COMPANY, L.P.  
55 East 52 Street,  
33rd Floor  
NY 10055 New York  
The United States of America

L CATTERTON MANAGEMENT  
LIMITED  
c/o Legalinx Limited  
Tallis House  
C4Y 0AB London  
The United Kingdom

**Subject: Case M.11268 – GENERAL ATLANTIC / L CATTERTON / DOGMATES  
Commission decision pursuant to Article 6(1)(b) of Council Regulation  
(EC) No 139/2004<sup>1</sup> and Article 57 of the Agreement on the European  
Economic Area<sup>2</sup>**

Dear Sir or Madam,

1. On 20 September 2023, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation, by which General Atlantic Service Company, L.P. ('General Atlantic', United States) and L Catterton Management Limited ('L Catterton', United States) will acquire within the meaning of Article 3(1)(b) and 3(4) of the Merger Regulation joint control of Dogmates Holdings Ltd ('Dogmates', United Kingdom), currently controlled by L Catterton and White Star Capital (United States). The concentration is accomplished by way of purchase of shares.<sup>3</sup>
2. The business activities of the undertakings concerned are the following:
  - General Atlantic is an investment holding company that is part of the General Atlantic group of investment funds, a global growth private equity firm, and

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<sup>1</sup> OJ L 24, 29.1.2004, p. 1 (the 'Merger Regulation'). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ('TFEU') has introduced certain changes, such as the replacement of 'Community' by 'Union' and 'common market' by 'internal market'. The terminology of the TFEU will be used throughout this decision.

<sup>2</sup> OJ L 1, 3.1.1994, p. 3 (the 'EEA Agreement').

<sup>3</sup> Publication in the Official Journal of the European Union, OJ C, C/2023/97, 2.10.2023.

- L Catterton is a consumer-focused private equity company whose portfolio companies operate in the retail and restaurant business, the food and beverage business, consumer service and consumer product businesses,
  - Dogmates is active in the manufacturing and distribution of fresh dog food on a subscription model with activities in Belgium, Ireland, Netherlands, Poland and the United Kingdom.
3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5 (b) and 5 (c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.<sup>4</sup>
  4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation and Article 57 of the EEA Agreement.

*For the Commission*

*(Signed)*  
*Olivier GUERSENT*  
*Director-General*

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<sup>4</sup> OJ C 160, 5.5.2023, p. 1–10.